



Corporate Citizenship & Philanthropy Forum

At the Heart of a Company's Social Impact

Conference

December 3 - 4, 2020

Virtual Meeting

Virtual Event

Day One

Thursday, December 3, 2020

All times U.S. Eastern

11:45 AM – Noon

Welcome and Introductions

Tony Tapia, Program Director, **The Conference Board**

Noon – 12:30 PM

Being Radically Interdependent

Our humanity and connectedness became even more apparent in 2020. This session will outline the interdependence of sectors such as nonprofits/NGOs, business, private enterprise, and government on how they are addressing today's most pressing social issues.

Keynote Speaker:

Dan Cardinali, CEO, **Independent Sector**

12:30 – 12:45 PM

Curated Reflection - Questions and Answers

Jeff Hoffman, Institute Leader Corporate Citizenship & Philanthropy, **The Conference Board**

12:45 – 1:00 PM **Break**

1:00 – 1:45 PM

How A Pandemic and Addressing Racial Justice Changed Our World: The Corporate Citizens Role – “The New Normal(s)”

Demonstrations for social and racial justice and COVID-19 put the role of Corporate Citizenship professionals front and center in 2020. The “window of opportunity” presented itself in 2020, and it is critical to understand how to move forward with social impact initiatives.

This panel of thought leaders will examine the evolving role of Corporate Citizenship professionals and how best to sustain the impact of corporate citizenship programs in 2021.

Moderator:

Paurvi Bhatt, President, Medtronic Foundation, Vice President **Medtronic Philanthropy**

Panelists:

John Brothers, President, **T. Rowe Price Foundation**

Wes Moore, CEO, **Robin Hood**

1:45 – 1:55 PM

Curated Reflection

Jeff Hoffman, Institute Leader Corporate Citizenship & Philanthropy, **The Conference Board**

1:55 – 2:00 PM Break

2:00 – 2:50 PM

Inclusive Solutions: Prudential Case Study

Over the past several years, Prudential has undertaken an enterprise-wide initiative to understand and address the rapid changes in our society. Prudential executives will discuss how their CSR and Diversity & Inclusion staff are working together on employee engagement and social impacts in Newark and beyond.

Shané Harris, President, Prudential Foundation, **Prudential Financial Inc.**

2:50 – 3:00 PM

Curated Reflection

Jeff Hoffman, Institute Leader Corporate Citizenship & Philanthropy, **The Conference Board**

3:00 - 3:30 PM

Employee Engagement and Virtual Volunteering

During the pandemic and racial justice demonstrations, employees engaged in virtual volunteering and opportunities expanded in the markets outside of the U.S. How do Corporate Citizenship professionals build on this momentum in the U.S. and globally?

The panelists will discuss:

- The state of volunteerism in-person and virtually
- How leveraging virtual volunteer opportunities can enhance employee volunteerism/engagement in markets outside the U.S.

Jenny Lawson, Chief Civic Innovation Officer, **Points of Light**

Lorrie Foster, Director of Corporate Strategy, **International Association for Volunteer Effort (IAVE)**

3:30 – 3:45 PM

Curated Reflection and Closing Day 1

Tony Tapia, Program Director, **The Conference Board**

Day 2

Friday, December 4, 2020

All times U.S. Eastern

11:45 AM

Welcome

Tony Tapia, Program Director, **The Conference Board**

11:45 – Noon

Research Touchstone – Our Economy – Where are we today and where are we going?

COVID-19 Recovery: what comes next, and how do we prepare for 2021? With many moving parts and shifts where will our economy go? During this session we will share insights on economic indicators, global forecasts, and predictions for 2021 based on research and analysis from leading economists.

Ataman Ozyildirim, Senior Director, Economics & Global Research Chair, **The Conference Board**

Noon – 1:00 PM

Environmental, Social and Governance (ESG)– Working Together to Strengthen Communities and Companies

Companies have face interconnected challenges in governance, sustainability, and corporate social responsibility: shareholder activism, digital threats, and supply chain issues. The Conference Board's Environmental, Social & Governance Center and key thought leaders will share insights and ways of bringing together siloed segments on how companies can have a more significant societal impact.

Moderator:

Paul Washington, Executive Director, ESG Center, **The Conference Board**

Panelists:

Eduardo Cetlin - President, Amgen Foundation & Executive Director Responsibility, **Amgen, Inc.**

Rebecca Henderson, Author "*Reimagining Capitalism in a World on Fire*" and Professor, **Harvard University**

Lori Esposito Murray, CEO, **Committee for Economic Development**

1:00 PM – 1:15 PM

Curated Reflections

1:15 – 1:30 PM Break

1:30 – 2:30 PM

Global Corporate Citizenship – Leveraging 2020 Vision to Accelerate to 2030 and Achieving the Sustainable Development Goals

More than ever, Corporate Citizenship professionals are coming together to solve large societal problems by building on a company's assets for good. The United Nation's Sustainable Development Goals (SDGs) provides a road map for governments, NGOs, and companies to collaborate and achieve the SDGs.

This session will provide case examples of how companies are working effectively internally and externally to create stronger communities by engaging their employees and their company's core competencies to deliver sustainable impact.

Sandro Mesquita, Vice President of Corporate Citizenship & Sustainability for Latin America, **AT&T**

2:30 – 2:45 PM

Curated Reflections

2:45 – 3:00 Break

3:00 – 3:30 PM

Corporate Citizenship Professionals Moving Forward in 2021

The pandemic exposed the inequity and disparities in healthcare, housing, income inequality, and lack of access to education, transportation, and economics, particularly among Latinx, Black, and Native American communities who have been hit the hardest. The death of George Floyd accelerated the response by companies to make commitments to racial justice and equity.

What's the role business and Corporate Citizenship can and should be playing to help close the gaps? How do we maintain transparency around the inequities, keeping it at the forefront for actionable solutions? Industry leaders will discuss post-COVID-19, post-demonstrations of when people go back to their "new normal"?

3:30 – 3:45 PM

Curated reflections and Closing

Tony Tapia, Program Director, **The Conference Board**

Jeff Hoffman, Institute Leader Corporate Citizenship & Philanthropy, **The Conference Board**

REGISTRATION INFORMATION

Online www.conferenceboard.org/philanthropy

Email customer.service@conferenceboard.org

Phone 212.339.0345

8:30 am – 5:30 pm ET, Monday – Friday

Pricing:	
Members	Complimentary
Non-Members	\$495

Location

Virtual Event

Customer Service: **212.339.0345**

Cancellation Policy

Full refund until three weeks before the meeting. \$75 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.